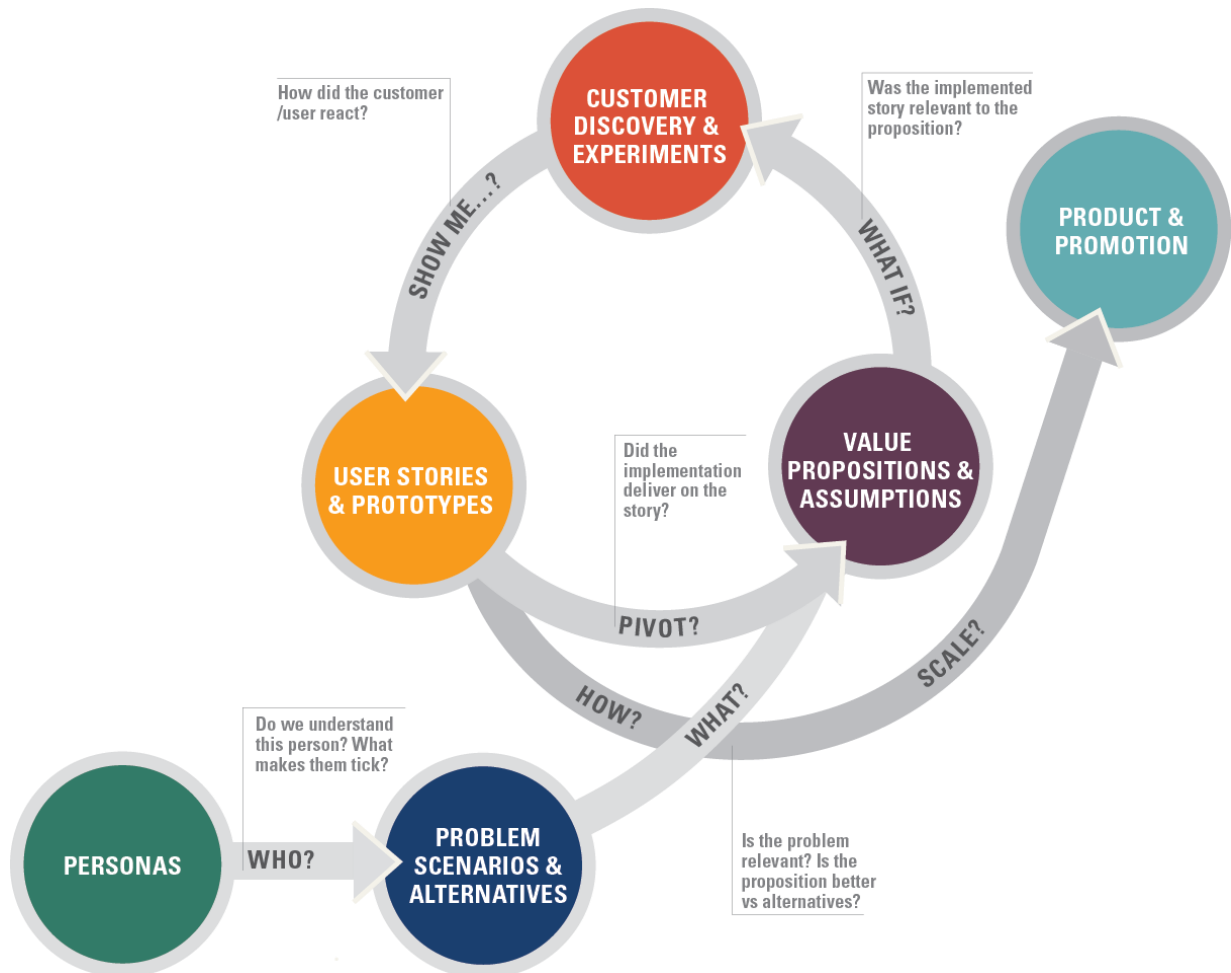


TeamCall-247 – Venture Design



Project Positioning Statement

For Mobile Workforce Team Managers who needs to have a sync-up calls or on job calls, with the team, the traditional conference calls can become extremely un-manageable both for the manager and the participant on field. This is mainly due to the complexities involved in setting up the bridge and in remembering the conference bridge numbers, participant IDs, pin/credentials etc. The problem compounds when the when the conference call has to happen in an ad-hoc basis.

The product [TeamCalls-247] is an innovative **Mobile Conferencing Solution** that enables entire team to participate in a conference calls easily by helping them overcome the complexities of setting up and joining the conference bridge, unlike the traditional conferencing solutions. Further [TeamCalls-247] automates the process of joining into the conferences by dial-ing out to the participant and patch him into the conference call at the right time and if necessary presenting to the participants all the necessary information via a Mobile App.

Note: Mobile Workforce business spans a wide variety in country that I live in, it could mean on-field sales team, goods delivery team (grocery, pizza), services workforce (plumbers, pest controls all under one organization), feet- on-street teams for product campaigning etc.

Persona

The persona I am focusing is on is **Surjit – a field Team Manager for a local Food Delivery chain**

Screening Questions: How many delivery boys do you co-ordinate with at any point of time



Surjit is an accountant by education. Due to the boom in the food delivery start-ups in the cities he chose to work at a popular Food Delivery service chain in the city, which provides delivery boys who takes the order to deliver lunch from a particular restaurant to the place of order. He is in his mid-20s and is married. He loves to come to office early to beat the traffic snarls and leaves office by 4PM. He is a tech savvy person and carries 2-3 smartphones of popular brands and latest make. He rides a Harley D and while on the way home he picks his wife from her office. Surjit, spends his evening largely at local gymnasium. His is a joint family and his mother and father stays with him. He is a food lover and likes all Indian Punjabi food. He watches Television along with his family and loves 'Indian Idol' is a popular talent show. He is very fluent in social media mobile apps and very rarely use laptop to connect to social media sites. He prefers to get connected as groups rather than making individual chats with people and prefers group chatting over a single one to one chatting.

Core Value Hypothesis

Problem Scenario: It is very difficult for the Surjit the team manager (Persona) to communicate with the team jointly when he is working in a time-bound orders and some-times out of office (Problem)

Current Alternatives: Most of the Conference solutions provides Telephony User Interface or Web interface to set-up, join and manage the conference calls which has a complex procedure to set up a conference. Once the conference is set-up the credentials (conference pilot number, bridge no, passcode) needs to be remembered to join the call

[TeamCall 247] Core Value Proposition: If we provide a one-touch Conference Scheduling and Calling App on Mobile Phone, that makes conference calling easy, Surjith the team manager will use it to schedule the work - conference calls more often than now to communicate with the members of field team and the Team Members will be able to join the call without fail and the entire work is done efficiently and in lesser time

Testable Child Assumptions: (Taking AIDOAR)

1. If we provide a Conferencing Mobile App which has the simplest and stable user interface without any passcode or conference PINs (just bare minimum functionality to dial multiple Team members on Field at the same time into conference), Surjit the team manager will use it to coordinate with his team effectively bringing down order turnaround time by 40%
2. If we send an invitation to team managers like Surjit allowing them to register themselves for a free Beta download of the App, at least 55% of invitations would result in sign-ups for Beta download
3. If we provide the functionality in the Mobile App to Integrate with in-house CRM software to auto provision the contact details of all the Field Team into the app, Team managers would save lot of time in manually adding those details to the new App bringing down the time to initialize and configure the App by 6 hours
4. If we provide an option of dialling-out to all Team members on the Field on their registered mobile numbers at the time of conference, they can join the conference as soon as they get the incoming call and this increases 'on time' participation of the conference team members by 45%
5. If we provide the real-time location co-ordinates of the Field team member and also the place they have to visit for delivery, the Team manager can optimize the team's travel by assigning the right task to right person for nearest place
6. If we provide a free-text notes exchange and a status sharing, through which the field team member can share the status of the work assigned and any impediments, the Team manager would instantaneously know which field member is free for next order thus reducing the idle time of Team member by 15%
7. If we provide a Freemium account to team managers like Surjith for a period of 1 month, with 5 free team members access and offer a 3-month plan as an upgrade option with the price of 1 month, then the conversion rate of a sign-up into a paid customer would be seen around 24%

Priority	Type of assumption (Pivotal, child of a pivotal, child of a child of a pivotal; extremely important, important, tactical; not sure)	Explanation for the Ranking
1	If we provide a Conferencing Mobile App which has the simplest and stable user interface without any passcode or conference PINs (just bare minimum functionality to dial multiple Team members on Field at the same time into conference), Surjit the team manager will use it to coordinate with his team effectively bringing down order turnaround time by 40%	If this assumption tests negative, then the sole hypothesis of simplifying the Conference call and addressing the need of a Persona like Team Manager does not make sense.
2	If we send an invitation to team managers like Surjit allowing them to register themselves for a free Beta download of the App, at least 55% of invitations would result in sign-ups for Beta download	If this test proves negative by having a very less sign-up, our Problem Hypothesis assumptions needs to be checked
3	If we provide an option of dialling-out to all Team members on the Field on their registered mobile numbers at the time of conference, they can join the conference as soon as they get the incoming call and this increases 'on time' participation of the conference team members by 45%	If this test proves negative, then we are not able to achieve the Value proposition
End truly pivotal assumptions		
4	If we provide a Freemium account to team managers like Surjith for a period of 1 month, with 5 free team members access and offer a 3-month plan as an upgrade option with the price of 1 month, then the conversion rate of a sign-up into a paid customer would be seen around 24%	If this discount offer does not attract a persona who is In need like Surjith, then our Cost Model needs to be re-worked
5	If we provide a free-text notes exchange and a status sharing, through which the field team member can share the status	If this does not reduce or impact the idle time, then Status reporting may not be

		of the work assigned and any impediments, the Team manager would instantaneously know which field member is free for next order thus reducing the idle time of Team member by 15%	only the issue for inefficiency. We need to look into other causes and address them
6 – 10		If we provide the functionality in the Mobile App to Integrate with in-house CRM software to auto provision the contact details of all the Field Team into the app, Team managers would save lot of time in manually adding those details to the new App bringing down the time to initialize and configure the App by 6 hours	
X			
#	Priority	Key Assumption	Test Vehicles
1	2	If we send an invitation to team managers like Surjit allowing them to register themselves for a free Beta download of the App, at least 55% of invitations would result in sign-ups for Beta download	Wizard of Oz – Manually send the Emails before the App is even developed explaining all the features via dummy screen shots and a Compelling explainer Video
			Concierge – Visit the customer and provide a visually appealing prototype/Wire Frames for him explaining him the increase in sales and listening to his grievance and giving him a sign-up card
			Sales - A landing page is created from Google AdWords or from promotional video, with all the early bird benefits of Beta- Signup even before the product is ready
2	1	If we provide a Conferencing Mobile App which has the simplest and stable user interface without any passcode or conference PINs (just bare minimum functionality to dial multiple Team members on Field at the same time into conference), Surjit the team manager will use it to coordinate with his team effectively bringing down order turnaround time by 40%	Wizard of Oz – A dummy conference can be simulated in a browser exactly depicting the User Interface on Mobile App even, before the Mobile App is built. Further, this helps to understand the usability and navigation
			Concierge – Visit the Team Managers and assisting them in placing the calls and understanding the in-inefficiencies in the existing system by providing a manual alternative of placing calls and watching
			Sales – Come up with multiple use-cases and publishing them in the Landing Page on how reduction in turn-around time can be achieved

3	5	If we provide a free-text notes exchange and a status sharing, through which the field team member can share the status of the work assigned and any impediments, the Team manager would instantaneously know which field member is free for next order thus reducing the idle time of Team member by 15%	Wizard of Oz – Auto update the status to Available in the App post the delivery (Tracked by Location)
			Concierge – Co-Ride with the Field Team member to understand his delivery schedules and provide him ways and means to communicate his Available/Idle state to Team Manager
			Sales – This status update feature is given for free for early bird sign-up but will be charged after the initial offer period